

Information Design

- Communication strategy
- Advertising and campaign
- Infographics
- Print production and prepress
- ID (Instructional design)
- Copywriting

Communication strategy

A communication strategy is the critical piece bridging the situation analysis and the implementation of a social and behavior change communication (SBCC) program. It is a written plan that details how an SBCC program will reach its vision, given the current situation. Effective communication strategies use a systematic process and behavioral theory to design and implement communication activities that encourage sustainable social and behavior change.

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